

Gen. H. C. L. Again Hits Barber Shops

Massages Will Retail at 35 Cents—Fancy Shampoos Soar to Fancy Prices.

Whether the manicurists are going to boost the price for nail polishes is not known, but the barbers are making their stock in trade keep pace with the swift march of General High Cost of Living.

Since the price of a hair trim jumped from 2 bits to 35 cents, there have been indications that some of the city's male population had either developed into geniuses, or else joined some new cult or other school of upliftism. But the wise guy knew that the long locks were due to 2 bits plus a dime.

That was bad enough, but the worst is here. Massages are now retailed at 35 cents per. The same quotation is furnished on a hot steam. It will cost from now on just 35 cents for a single, old-fashioned, plain shampoo. If you are troubled with an itching scalp, indications of the mange or other affliction of the cranium, and think there should be a few fancy touches to your shampoo, the tax will range from 50 cents to 60 cents, which is 10 cents in plain every-day American.

The barbers say it is due to the high cost of living, with the war thrown in for good measure. But whatever the reason may be, they assert that they have been forced to raise prices because they have to pay for their beautifying lotions just twice what they cost a few months ago.

So the sports who want to "go down the line" in the barber shop had best see that they are "well heated" if they want to have enough left to slip the porter a jitney.

NEW ARMY TO BE MADE IMMUNE FROM TYPHOID

Scourge of Former Fighting Forces in This Country and Abroad Will Be Almost Unknown.

The mobilization of the new army is expected by the State Board of Health and by the medical authorities of the National Guard to present, among other sanitary problems, that of immunizing at least 35 per cent of the Virginia troops against smallpox and not less than 50 per cent against typhoid. "Sore arms" are expected to be the order of the day in most of the State camps until the soldiers are protected against these diseases.

Under Virginia law, every child is supposed to be vaccinated against smallpox upon entering schools, but a proviso in the statute stipulates that the general law can be set aside by the local authorities of the county whenever they desire to do so. As many counties have availed themselves of this privilege, medical officers estimate that not less than 35 per cent of the new army in Virginia will be without the protection of smallpox vaccination. Many of those who are vaccinated owe their immunity to the enforcement of compulsory vaccination in districts where smallpox appeared. Typhoid vaccination is even less frequent than is smallpox vaccination, inasmuch as it was not introduced until comparatively recent years. It is believed that an estimate of 20 per cent of the young men as vaccinated against typhoid is liberal. This leaves approximately 8,000 Virginia members of the new army who must receive this immunizing treatment before they will be ready for field duty.

While the task of vaccinating an army against smallpox and typhoid is a large one, officers of the State Board of Health anticipate little difficulty in the performance and expect that when the army medical officers have finished their work, the recruits will be effectively protected against the ordinary hazards of typhoid and against all hazards of smallpox. A bulletin issued on the subject by the State Board of Health reads, in part, as follows: "Army reports from Jacksonville, Fla., in 1915 showed 41 per cent of typhoid infection in an army of 10,769 men, or practically all that were susceptible to it. It San Antonio, in 1912, after an army of 12,501 men had been vaccinated for typhoid, there was no single case of this disease. During the Spanish-American war, there were a total of 20,738 cases of typhoid in the army and among the British forces in the Boer war there were about 31,000 cases. During the War Between the States, the Federal armies alone had some 80,000 cases of typhoid. Thanks to typhoid vaccine, the cases of typhoid in the present war will practically be negligible. The same protection can be had, at small inconvenience, by all who will take the typhoid vaccine. The State Board of Health can supply the absolute cost—60 cents for a complete individual treatment in syringes."



An Open Letter to The Business Man--

In our Service Department, we are solving the problems of many firms and individuals who have heretofore lacked the knowledge of how to develop their sales by mail. We do not merely show you how to produce an attractive booklet, folder, mailing card or enclosure, but study your market carefully and submit a complete advertising campaign, each link of which is designed to develop its proportionate share of new business. Years of specializing in this branch of publicity assures you of best results—at minimum cost. Let us show you what we can do for your business. No obligation, unless you are convinced that our suggestions are good—then you pay for "better-than-usual" printing only. Phone for our Service Man to-morrow.

Virginia Stationery Company, Inc.
Printers of Direct Advertising Literature
513 East Main Street, Richmond, Va.

Corsets Priced Right

Excellent quality \$1.00 Corsets, made of heavy white coutil, plain and fancy striped; 4 hose supporters; strong and well made. Special 79c at 79c

The famous and standard "W. B." Warner's, American Lady and Thompson's Gove Fitting Corsets, specially priced at 98c

EVERYTHING COSTS LESS AT
WEISBERGER'S
RICHMOND'S GREAT STORE

Two Hosiery Values

Good quality Fibre Silk Hose; seamless and of excellent wearing quality; regular 59c value, in black, white and tan; special for Monday 29c

Full fashioned Silk Hose, manufactured slightly imperfect, but will give good service and looks well. Black, white and colors. Special 48c

Sale of Rugs That Fairly Shouts "Economy"

Our buyer attended the big Auction Sale of Wilmarding, Morris & Mitchell, of New York City, and purchased ONE SOLID CARLOAD OF FLOOR COVERINGS. The purchase was unusual—the prices we paid were extremely low—and you are to have an opportunity of sharing in this fortunate purchase. It is hardly probable that such exceptional values will be offered in many a day. We advise early buying in order to avoid disappointment.

Grass Rugs

Neat, sanitary and durable; Wall of Troy patterns and other figured designs; green, tan and brown colorings.

\$12.00 9x12 Grass Rugs,	\$10.00 8x10 Grass Rugs,
\$7.98	\$6.98
\$6.50 6x9 Grass Rugs (Green),	\$2 3x6 Grass Rugs (Assorted)
\$3.98	\$1.29

Fiber Rugs

Green with black stencil border; attractive designs; good quality woven fibre; 36x60 inches; 98c value, special at

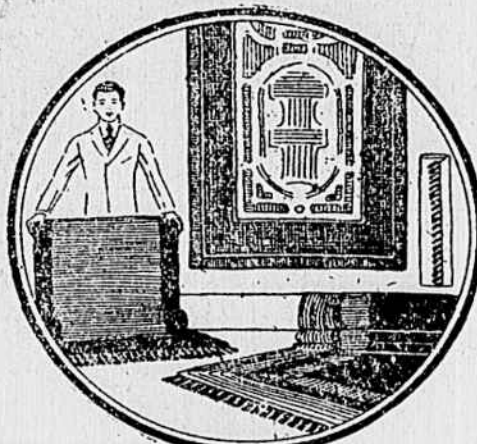
\$59c

Wool and Fiber Rugs
This is a Rug that is very solidly woven, reversible fibre; either side may be used. Many designs. Size 9x12

Matting Rugs

Japanese Linen Warped Matting Rugs; stenciled, floral and conventional designs; durable and neat.

9x12-ft. Size, Special,	3x6-ft. Size, Special,
\$3.75	49c



In the lot are Grass Rugs, Matting Rugs, Tapestry Rugs, Axminster Rugs and Velvet Rugs. All priced in a way that will command the attention of thrifty shoppers and afford a reasonable and economical purchase.

Tapestry Rugs

Extra good quality Tapestry Rugs, in Floral and Oriental designs; made in one piece (seamless). Beautiful floor coverings that have a rich and refined appearance. Usually sold for \$22.50. Size 9x12 ft. Special at

\$17.50

Velvet Rugs

Exceptionally well made of fine quality material, in a number of beautiful and attractive designs.

\$30 9x12-ft. Velvet Rugs, \$22.50

27x54-inch Velvet Rugs, Extra Special, \$1.49

Axminster Rugs

Fine Axminster Rugs, in a well selected assortment of beautiful designs. A Rug that any home might well be proud of. The quality and appearance is that of the best. Would be a good value at \$32.50. Size 9x12 ft. Special at

\$24.98

Beautiful and Stylish Dresses

Dresses that cannot be duplicated elsewhere at these prices. Our Ready-to-Wear Department this season offers hundreds of money-saving opportunities that are surprising to the woman who is not familiar with Weisberger values.



Ready-to-Wear Dept. Second Floor

\$15 and \$16.50 Dresses \$9.97

A profusion of the season's most approved designs, in Silk Taffeta and Crepe de Chine; stylishly modeled in a variety of new and beautiful combinations; all the popular shades; newest pockets and collars. Every one a garment of unusual worth.

\$18 and \$20 \$11.97 Dresses

These attractive and stylish Dresses are suitable for street or dress wear. Some are in the new overdraped and panel effect; all the very latest models; a wide range of colorings; novelty metal and silk cord belts; in Taffeta and Crepe de Chine materials.

Talking About Economy---Well, Look at These Big Furniture Values!

And it will not be extravagant to take advantage of these extraordinary prices right NOW, either—for it is doubtful if we or any other store can duplicate the prices shown here in a short time from now.

\$35 Kitchen Cabinets, \$23.75
Pay For It on the Easy Club Plan

It's the famous "Perfection" Cabinet—the one with more convenient features than all others combined. Built of well-seasoned oak; sliding metal top; an unusual interior arrangement that enhances its labor-saving features; where strict sanitation is necessary the parts are of glass, metal and enamel.

Kitchen Cabinet, \$16.75
Specially Priced,

This Kitchen Cabinet usually sells for \$22.50, and is worth every penny of that. The general construction and material is of the highest grade. Has many distinctive features.

A Name Plate That Guarantees to You a Refrigerator Above the Average at an Extremely Low Price

At **\$6.75**

WEISBERGER'S KEEP-KOOL REFRIGERATOR

At **\$14.98**

This Refrigerator

(Former selling price \$8.75)
Is an unusual value, hard-wood case, five ice-saving walls, large provision compartment; galvanized and enameled interior.

\$32.50 Refrigerator Special \$24.98

Porcelain lined, extra finely constructed; ten ice saving walls; all the newest sanitary features; large compartments.

This Refrigerator

(That Is Worth \$20.00)
Constructed for convenience and durability. Extra insulation in ice box; large provision chamber, metal shelves; patent waste pipe and trap.

Sensational Porch Furniture Prices

A \$2.75 Porch Swing \$1.69	This \$3.50 Porch Swing \$2.98	A \$4.00 Porch Rocker \$2.98	\$12.50 Couch Hammocks \$8.75	Fumed Oak Porch Set \$4.48
Made of solid oak, bolt and nut construction; slat seat and back; 42 inches wide; strong and comfortable. Complete with hooks and chains ready to put up.	Extra well made of solid oak, bolt and nut construction; slat seat and back; large and roomy, wide arm rests. Complete with chains and hooks.	White maple frame with double cane seat and back; wide, easy arms; well made for outdoor use. Very neat and attractive appearance.	Steel frame; "NATIONAL" springs and tufted seamless mattress; heavy brown duck coverings; rope claws; comfortable and attractive.	Chair and Rocker. Solid oak, fumed finish; bolt and nut construction; slat seat and back. Well made and serviceable.

Rockbottom Prices on HOUSEWARE

Such values as are indicated by these June Price Reductions in Richmond's largest Houseware Department show why economical housewives like to trade here.

Screen Door Special Screens 24x37 45c 28x37 49c 30x37 59c	Wash Tubs Best quality, heavy galvanized tubs, made with strong side handles and reinforced bottoms. Note the low prices: No. 0 size, special 64c No. 1 size, special 74c No. 2 size, special 84c	Wash Boilers Steel welded, metallic bottom, with side handles and wood grips. Family size; heavy cover. On sale Monday \$1.29	Step Ladders Selected stock, well made. 4-ft., 75c value 60c 5-ft., 89c value 79c	Wash Benches \$2.00 Household Wash Benches; holds two large tubs, place for wringer in center. Special at \$1.59	Gas Irons With 6 feet of metal tubing and cast iron stands, full nickel plated; removable burner; always cool handle. Complete for special \$1.98
Walnut Stained Doors at \$1.25 Natural Wood Finish, at \$1.89 Natural Wood Finish, at \$1.59 Natural Wood Finish, at \$2.48	Wash Boards 35c Wash Boards, good quality zinc covered, family size 27c	House Brooms Good quality of corn straw— 4-string sewed 54c 5-string sewed 64c 6-string sewed 74c	Chair Step Ladder Natural finish; \$1.75 value; special \$1.39	Look What 19c Will Buy Monday Spotless Cleanser, five (5) cans 19c Swift's "Pride" Washing Powder, five (5) packages 19c 25c Bottle Genuine "Wizard" Oil 19c 29c Counter Brushes 19c Two (2) packages of Lux 19c Three (3) 10c Gas Mantels 19c Good 35c Mops, for only 19c 29c Feather Duster 19c 29c Glass Egg Beater 19c	Boys' Wash Suits Specially Priced at 98c An extensive assortment in the newest styles—Tommy Tucker, Junior and Sport Norfolks. In good, serviceable colors or plain white, trimmed with striped collar, pockets and cuffs. Cool and comfortable. All excellent wearing materials—Galatea, Linene, Twill, etc. Suits that will give good service. An exceptional value.

Dainty and Attractive Waists

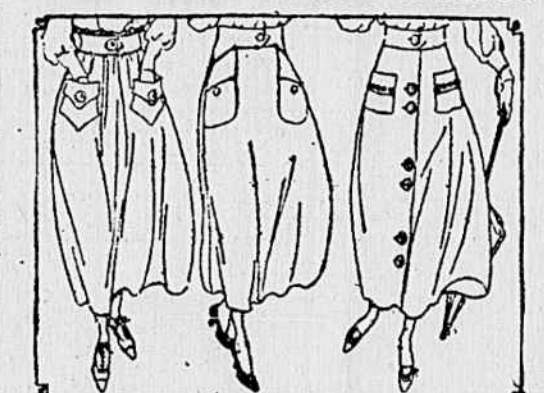


\$1.50 Voile and Organdy Waists; plain or fancy, lace and embroidery trimmed; in a wide assortment of pretty new styles and collars. All sizes. Specially priced for Monday at .. 97c

\$3 beautiful Waists of Crepe de Chine, Tub and Jap Silk; smart new styles and patterns; the very latest collars and cuffs; some have embroidered fronts. All sizes. Special at \$1.97

\$4 Silk Waists of Georgette and Crepe de Chine, fine quality materials; choice of all the popular shades; beautifully made in fashion's newest models. All sizes. Special .. \$2.97

Silk and Wash Skirts



\$5 Fine quality Silk Taffeta Skirts, in plain black or classy new stripes. Shirred at top and with the popular novelty pockets; very stylish and serviceable; full cut and well made; an exceptional value at this special price \$3.98

\$3.00 Wash Skirts; good quality Gabardine, Pique, Linen and novelty weaves; plain white or the new stripes and floral patterns; sport pockets; new belts and pearl buttons. Special at \$1.98

\$1.50 New Wash Skirts; white gabardine and honey comb materials; clever new pockets and belts; nicely made, full cut and perfectly finished; stylish and serviceable 98c

Summer Petticoats

\$1.50 Heatherbloom Washable Petticoats; in white, pink, green, blue and lavender stripes; elastic belt; fancy ruffles and deep flounces; full cut and well made. Neat and will wear well. Special at 98c

\$3 New Skirt with Heatherbloom top and 12-inch Taffeta bottom; come in all colors; two rows of ruffles, neatly corded and tucked at bottom; very attractive and cheap at this special price \$1.98